

**SHEPPARD KNAPP**  
SON CO. INC.  
39-41 West 23rd Street, N.Y.

### REDUCTIONS

Now prevail throughout our entire stock of Lamps and Silk Shades.

This is truly a rare opportunity. **REPRODUCTION RUSH SEAT CHAIR or ROCKER** Any Finish

Reduced to  
**\$15.00**



### Maternity

Expectant mothers can dress in the latest fashion and go everywhere without embarrassment. Smart figure concealing designs from the latest mode. Finest materials and workmanship.

**Everything for Baby** from simplest slip to most elaborate layette—nursery furniture. If unable to call, write Dept. A-1 for Free Style Book.

**Lane Bryant**  
21 W. 38th St., N. Y.

## Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



*Women's and Misses'*

### PARFAIT CORSETS

Exclusive with Franklin Simon & Co.

*Mould the New Fashions to the Figure, instead of Moulding the Figure to the New Fashions*

No. 3 PARFAIT FLESH Colored Broche Corset in the waistline model for the slender figure. Sizes 23 to 30. **18.50**

Tax 135

No. 5 PARFAIT FLESH Colored Broche Corset in the new diaphragm model for the slight or medium figure. Sizes 24 to 30. **10.50**

Tax 55

FEMININE CORSET SHOP First Floor

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Fitz Roy

### QUALITY FURNITURE

#### HOUSECLEANING?

All the sweeping, beating, varnishing and scrubbing. But what a pleasant, sunny change afterwards! Spring cleaning reminds you of new details that would make more harmonious your home furnishings.

Special This Week—Colonial Post Bed, Twin Size in mahogany..... **\$22.50**

**PARDEE SHOPPE**  
NICHOLAS THE ORLANDO  
31 West 47th Street, New York

### FRENCH TAPESTRIES

Petit point chair backs, cushions, pillows, etc., of the different periods, copies of the French Museums, most fascinating needlework of the present day. From \$25 to \$350. A wonderful collection, just arrived. Tapestry yarns and canvas.

**HENRY HESSE**  
399 Sixth Avenue,  
24-25 Sts., New York City.

## THE Blyn Shoe



Black Satin One-Strap Pump

Baby French Heel  
Same in White Kid... **7.50**  
Same in Gray Suede... **9.00**  
Same in Russia Calf... **8.50**



Russia Calf Ball Strap Oxford

Medium Walking Heel  
Same style in Gun Metal **7.50**

**Newest Styles**  
Pumps  
Oxfords  
Novelties

Quality takes precedence, but style and versatility of advance modes in leather, color and trim combine to make notable the value of all Blyn Shoes.



Tan Russia Calf Wing Tip Brogue Oxfords

Low military heel, Red **8.50**  
Cross flexible welted sole

West Side Stores:  
222-224 West 15th St.  
Near Seventh Av.  
6th Av. and 27th St.  
8th Av. 39th and 40th  
55 Warren St.

Brooklyn  
Stores: 442-444 Fulton St., opp. Bridge St., near Hurt  
425-433 Broadway, bet. Park Av. & Ellery St.  
1253-1267 Broadway, near Greene Av.

Newark Stores: 649 Broad St., opposite Military Park  
100 Market Street

Mall Order Dept. 55 Warren St., New York City.  
Delivery free to any part of the world.

East Side Stores:  
84 Av. and 122d St.  
14 Av., 36th & 37th Sts.  
34 Av., 150th-151st Sts.  
Bowery, near Broome St.  
122-3d Av., near 135th

Factory:  
511-519  
E. 72d St.

### Advertising Rates

#### SINGLE INSERTION RATES

Per agate line..... **60c** Page ..... **\$800**  
Half Page ..... **\$500**

#### CONTRACT RATES

13 times within one year... **55c** 3,000 lines within one year. **55c**  
26 times within one year... **53c** 5,000 lines within one year. **53c**  
52 times within one year... **50c** 10,000 lines within one year. **50c**  
Page ..... **\$800**



The Capable Saleswoman Speaks:

**"There! The Brassiere Makes Such a Difference!"**

"You've appreciated 'Stylish Stout' corset designing, but deprived yourself until now of the complete service. Yet it is only when you wear 'Stylish Stout' Brassieres with 'Stylish Stout' Corsets that the full magic of their wonder-working lines is appreciated!"

**Figures Take on the Lines of Youth**

Your silhouette gains slenderness by the straight lines these Brassieres achieve. Their clever boning or skilled cutting supports the body above the waist, firmly molding it into slimmest and the youthful, natural lines Fashion demands.

If you're stout or near-stout, ask to be fitted to "Stylish Stout", next time you buy Corsets and Brassieres. At all good stores.

Corsets—Back and Front Laced Styles—Sizes to 44 Waist  
Write for new booklet showing "Stylish Stout" Corsets and Brassieres

**"Stylish Stout"**  
Corsets

Weingarten Brothers, Makers  
47 West 34th Street, New York

## Franklin Simon & Co.

Fifth Avenue, 37th and 38th Sts., New York



*Castilian Fringe and  
Crepe Moroccan Fashion*

### THE SPANISH FROCK

FOR MADAME

*FRINGED by Spain, Fashioned by Paris, Fabricated by Morocco—When Three European Countries Agree On a Fashion It Must Be Good*

**69.50**

WOMEN'S SLIP-ON FROCK illustrated, of Crepe Moroccan in gray, navy blue, beige, rust, white or black, with self colored fringe.

WOMEN'S GOWN SHOP—Third Floor

HAT illustrated, from the Millinery Shop. Price upon application.

Prompt Delivery Free, Anywhere in the United States. Phone 6900 Fitz Roy



**A. Kimbel & Son**  
INC.  
DECORATIONS

Tapestries  
Antique Furniture  
Needle Point

**534 Madison Avenue**  
between Fifty-fourth  
and Fifty-fifth Streets